

Product Management - CPS (PDM)

PDM 1990. Elective. (1-4 Hours)

Offers elective credit for courses taken at other academic institutions.

PDM 2990. Elective. (1-4 Hours)

Offers elective credit for courses taken at other academic institutions.

PDM 3990. Elective. (1-4 Hours)

Offers elective credit for courses taken at other academic institutions.

PDM 4990. Elective. (1-4 Hours)

Offers elective credit for courses taken at other academic institutions.

PDM 6000. Foundations of Product Management. (3 Hours)

Explores core concepts and frameworks of product management by utilizing strategic thinking and cross-functional collaboration. Covers the product development life cycle, market analysis, and stakeholder engagement through case studies and theoretical perspectives. Examines principles guiding product vision, prioritization, and execution across diverse industries. Offers foundational insights essential for navigating the dynamic landscape of product management. Focuses on adaptability and innovation.

PDM 6940. Product Analytics. (1 Hour)

Delves into the technical and analytical aspects of product management through experiential learning. Students engage in a real-world project, applying data analysis, assessing technical feasibility, and managing product life cycles. Emphasizes metric-driven decision making, requirements gathering, and agile methodologies. Offers students an opportunity to develop practical skills to bridge the gap between technical development and strategic objectives, preparing for the complex demands of product management roles.

PDM 6962. Elective. (1-4 Hours)

Offers elective credit for courses taken at other academic institutions.

PDM 6980. Capstone. (3 Hours)

Offers students an opportunity to synthesize and apply the knowledge and skills acquired throughout their studies in the master's program. Focuses on a comprehensive project that mirrors real-world product management challenges, from strategic planning and market analysis to product design, development, and launch. Requires students to employ critical thinking, cross-functional collaboration, and data-driven decision making across complex product initiatives.

Prerequisite(s): (ARTG 5600 with a minimum grade of C-); (EMGT 6750 with a minimum grade of C- or PDM 6000 with a minimum grade of C-); (INNO 6409 with a minimum grade of C-)